



ORANGE BARREL | MEDIA™

# COLUMBUS, OH

MARKET KIT

# COLUMBUS OHIO

## EASTON TOWN CENTER

### **DMA RANKING: 33RD**

Available Assets: Digital, Wallscapes, Mall Advertising,  
Custom Programs

Easton is an exciting shopping, dining, and entertainment development that welcomes over 30 million visitors per year. Featuring nearly 300 retailers, Easton Town Center is the Midwest's premier shopping and fashion destination.

# EASTON TOWN CENTER & EASTON GATEWAY

Nestled in an open-air, pedestrian-friendly setting, Easton Town Center boasts more than 1.8 million square feet of mixed-use space, and over 250 of the nation's most sought-after retailers. The development's convenience, accessibility, and location have made Easton Town Center one of the area's leading urban retail centers. Distinctive shopping and dining are just part of what makes Easton Town Center such a popular destination. Easton also offers a wide variety of entertainment options including a world-class comedy club, Ohio's largest movie theatre and free outdoor concerts. The addition of Easton Station, Easton's only enclosed building which is reminiscent of a retrofitted train station, as well as a 2-acre park with many fun pop water features, makes Easton a summertime favorite amongst children and families. With a winning combination of indoor and outdoor shopping and activities, visitors can enjoy all that Easton has to offer year-round.



# EASTON TOWN CENTER & EASTON GATEWAY

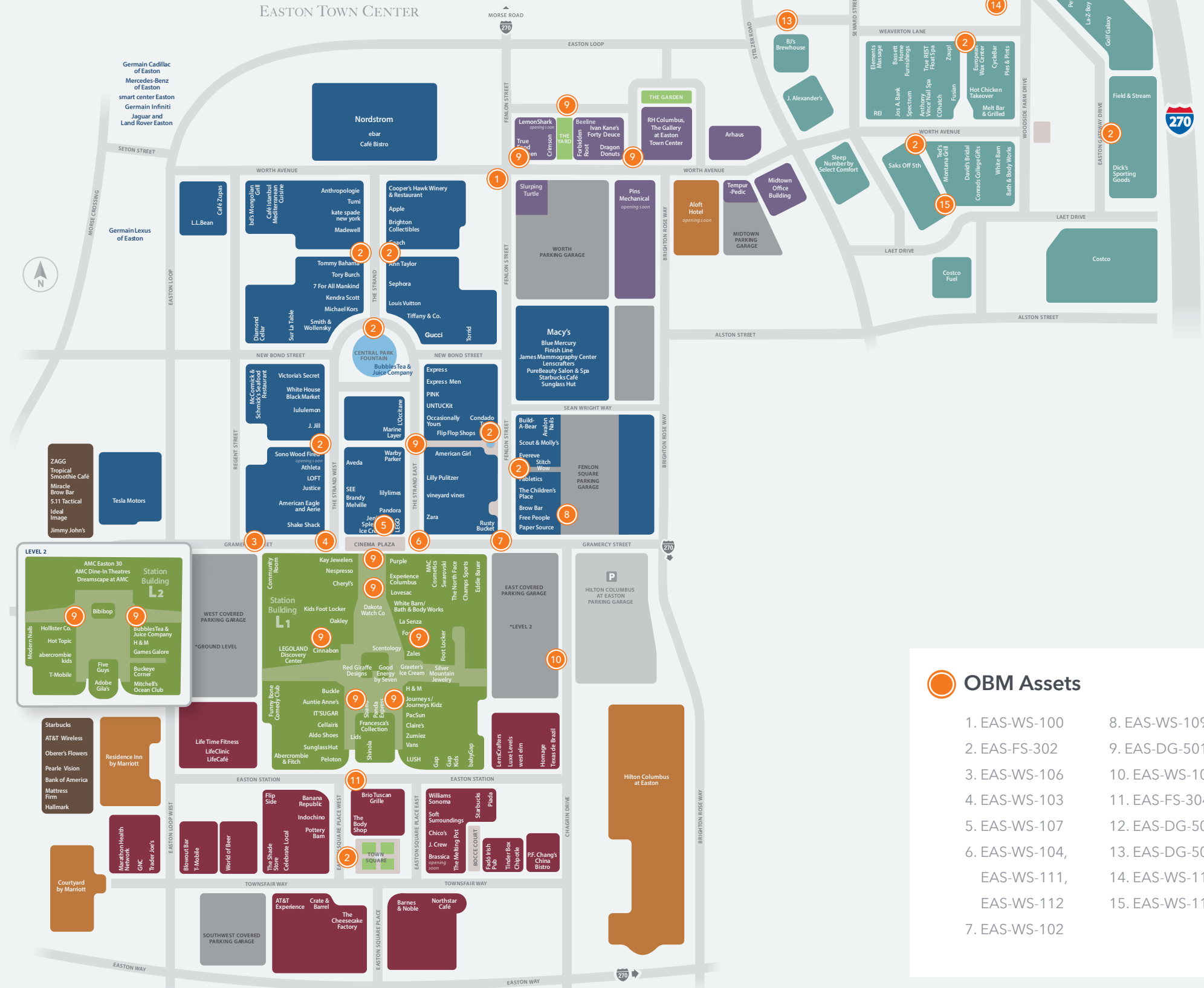
A FASHION DESTINATION

- Gateway
- North District
- Station Building
- South District
- Hotels
- Neighboring Retailers

## Easton Town Center Retail



EASTON GATEWAY



- OBM Assets**
- |                                       |                |
|---------------------------------------|----------------|
| 1. EAS-WS-100                         | 8. EAS-WS-109  |
| 2. EAS-FS-302                         | 9. EAS-DG-501  |
| 3. EAS-WS-106                         | 10. EAS-WS-101 |
| 4. EAS-WS-103                         | 11. EAS-FS-304 |
| 5. EAS-WS-107                         | 12. EAS-DG-503 |
| 6. EAS-WS-104, EAS-WS-111, EAS-WS-112 | 13. EAS-DG-504 |
| 7. EAS-WS-102                         | 14. EAS-WS-110 |
|                                       | 15. EAS-WS-113 |

# EAS-DG-501

## DIGITAL KIOSKS

Digital Kiosks throughout Easton

- Prominently displayed throughout Central Ohio's premier shopping, dining, and entertainment attraction, this twelve screen digital network greets more than 30 million visitors each year
- The full-motion screens are the first and final image consumers see as they move through Easton Station, the most travelled area in the Town Center
- The Easton Gateway digital kiosk is part of Easton's development: the Easton Gateway as well as new expansion areas which include REI, Whole Foods, Costco, BJ's Brewhouse, and Ted's Montana Grill.

**Size:**  
(1) 41" H x 20" W

**DEC:**  
68,495

**Latitude:**  
40.0503

**Illumination:**  
10a-2a

**Longitude:**  
Various

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
Various

**Neighborhood:**  
Easton



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

# EAS-DG-501

## DIGITAL KIOSKS

Digital Kiosks throughout Easton

- Prominently displayed throughout Central Ohio's premier shopping, dining, and entertainment attraction, this twelve screen digital network greets more than 26 million visitors each year
- The full-motion screens are the first and final image consumers see as they move through Easton Station, the most travelled area in the Town Center
- The Easton Gateway digital kiosk is part of Easton's development: the Easton Gateway as well as new expansion areas which include Restoration Hardware, Crimson Cup and Forbidden Root Brewery.

**Size:**  
(1) 41" H x 20" W

**DEC:**  
68,495

**Latitude:**  
40.0503

**Illumination:**  
10a-2a

**Longitude:**  
Various

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
Various

**Neighborhood:**  
Easton



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

# EAS-DG-503

## DIGITAL SPECTACULAR

Digital Displays on Morse Road

- This double-sided digital display is located right next to Easton Gateway - Easton's newest expansion
- This unit is at the entrance and exit ramp to I-270, showing to heavy vehicular traffic both entering and exiting the Easton area

**Size:**  
(2) 9' H x 16' W

**Wkly IMPs 18+  
for 7.5MPH:**  
85,868

**Latitude:**  
40.0571

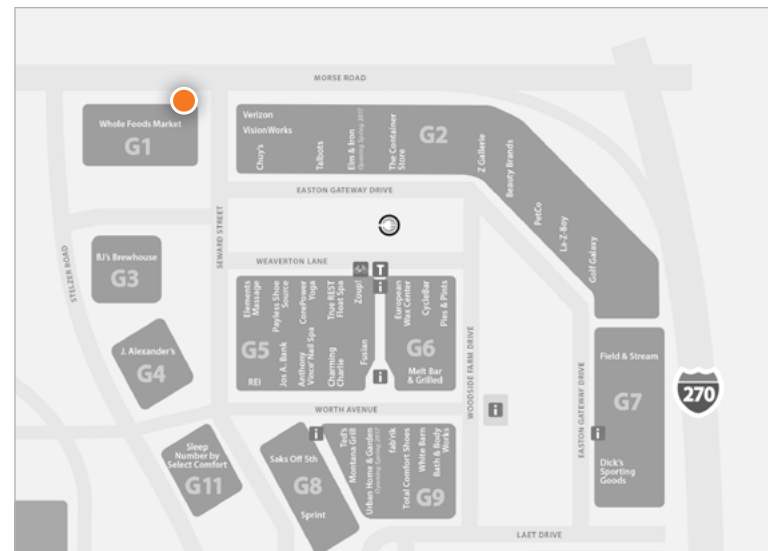
**Illumination:**  
9a-2a

**Longitude:**  
-82.9085

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
East and West

**Neighborhood:**  
Easton



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

# EAS-DG-504

## DIGITAL SPECTACULAR

Digital Displays on Stelzer Road

- The double-sided digital on Stelzer Road is located in Easton Gateway - Easton's newest expansion
- Located at the corner of Worth Avenue and Stelzer Road, this unit shows to traffic both entering and exiting the Easton area

**Size:**  
(2) 9' H x 16' W

**Latitude:**  
40.0560

**Longitude:**  
-82.9100

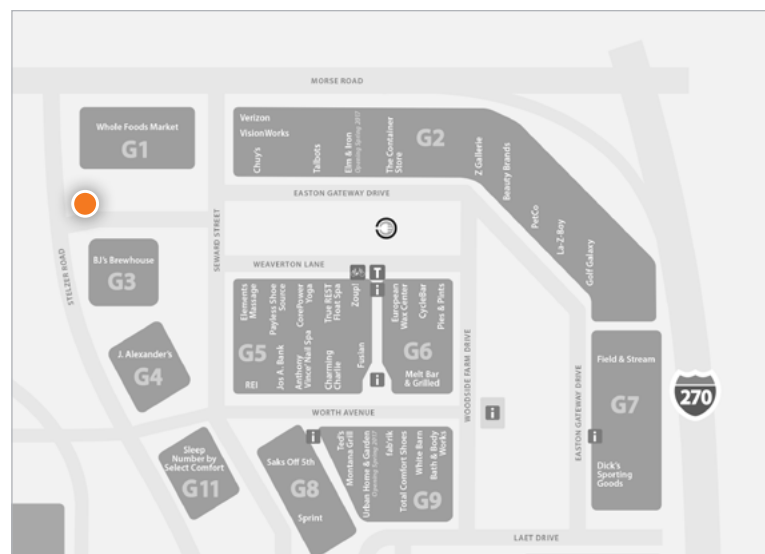
**Facing:**  
North and South

**Wkly IMPs 18+  
for 7.5MPH:**  
155,370

**Illumination:**  
9a-2a

**Restrictions:**  
Art subject to landlord approval

**Neighborhood:**  
Easton



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.



# EAS-FS-302

## KIOSKS

Static Kiosks throughout Easton Town Center and Easton Gateway

- Positioned throughout Central Ohio's most visited attraction, these backlit directory kiosks display to a significant pedestrian audience
- With a variety of locations throughout Easton Town Center, these units provide flexibility to meet the specific needs of a marketing campaign
- In addition to Easton Town Center, there are additional kiosks located at the Easton Gateway which is adjacent to the property and next to Saks Off Fifth, Dick's Sporting Goods, Whole Foods, and many restaurants
- With 19 total advertising faces available, these kiosks provide a great opportunity to reach the heavy pedestrian audience in the new area

**Size:**

(9) 48.75" H X 38.75" W  
(10) 58.5" H X 37" W

**DEC:**

68,495

**Illumination:**

Backlit

**Restrictions:**

Art subject to landlord approval

**Neighborhood:**

Easton

**Latitude:**

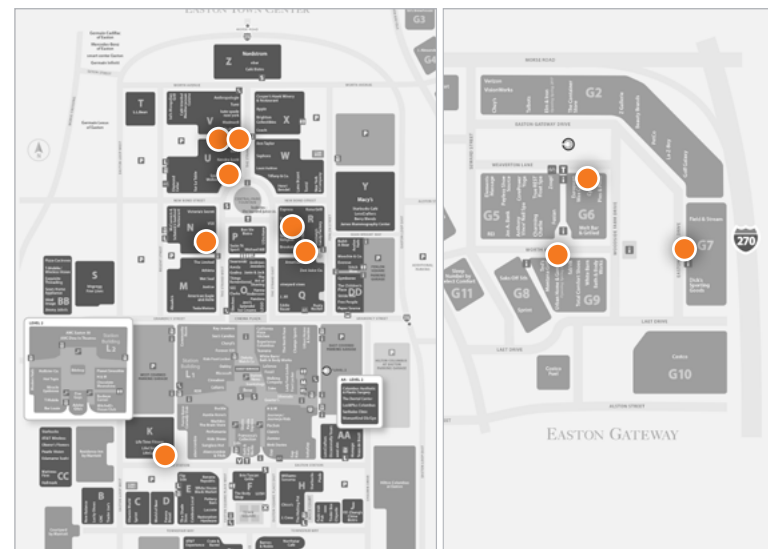
Various

**Longitude:**

Various

**Facing:**

Various



# EAS-FS-302

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- With a variety of locations throughout Easton Town Center, these units provide flexibility to meet the specific needs of a marketing campaign
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- With 19 total advertising faces available, these kiosks provide a great opportunity to reach the heavy pedestrian audience in the new area

**Size:**  
(9) 48.75" H X 38.75" W  
(10) 58.5" H X 37" W

**DEC:**  
68,495

**Illumination:**  
Backlit

**Restrictions:**  
Art subject to landlord approval

**Neighborhood:**  
Easton

**Latitude:**  
Various

**Longitude:**  
Various

**Facing:**  
Various



# EAS-FS-304

## EASTON VALET STAND

Double-Sided Adhesive Vinyl Wrap

- The Easton Valet Stand is in the highest trafficked area of Central Ohio's most visited destination
- At the primary vehicular and pedestrian intersection, sandwiched between the entrances to Brio and Mitchell's Ocean Club, the double-sided valet stand reaches great levels of traffic

**Size:**  
71" H x 122.5" W

**DEC:**  
68,495

**Latitude:**  
40.049897

**Illumination:**  
No

**Longitude:**  
-82.915476

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
North and South

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

sales@obm.com (614) 294-4898 **OB|M**

# EAS-WS-100

## WALLSCAPE

Nordstrom Wall / Visible to West Bound Traffic

- This spectacular horizontal unit shows to a huge audience at Central Ohio's most visited attraction. Located adjacent to Nordstrom, this wallscape faces a primary east/west pedestrian and vehicular traffic route
- This large unit greets shoppers as they enter the North District from multiple parking areas to visit such stores as Apple, Coach, Gucci and Tiffany & Co
- With its eclectic collection of stores from Tiffany & Co to Sur La Table to The North Face, its choice of casual dining to Columbus' premier seafood and steak experience at Mitchell's Ocean Club, and its creative design incorporating multiple indoor and outdoor venues, Easton Town Center offers a unique shopping, entertainment and advertising opportunity

**Size:**  
14'-3.75" H x 44'-0.5" W

**DEC:**  
68,495

**Latitude:**  
40.0541

**Illumination:**  
No

**Longitude:**  
-82.9144

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
East

**Neighborhood:**  
Easton



# EAS-WS-101

## WALLSCAPE

East Garage, East Elevation

- Above the entry to one of the central parking garages on property, this unit shows to a huge audience as they enter Easton Town Center, the most visited destination in Central Ohio
- This unit reaches visitors headed into Easton Station Building, the heart of the property. Also located in close proximity to AMC Theatres, Macy's, Rusty Bucket Tavern, and American Girl

**Size:**  
11'6" H x 27' W

**DEC:**  
68,495

**Latitude:**  
40.0509

**Illumination:**  
No

**Longitude:**  
-82.9132

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
East

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-102

## WALLSCAPE

East Garage, North Elevation

- This wallscape shows to traffic entering one of the busiest garages at Easton Town Center
- It has a long read down Fenlon Street, reaching crowds heading to Macy's, American Girl, Build-A-Bear, and Rusty Bucket Tavern

**Size:**  
22" H x 67'-8" W

**DEC:**  
68,495

**Latitude:**  
40.0515

**Illumination:**  
No

**Longitude:**  
-82.9140

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
North

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-103

## WALLSCAPE

AMC West Wall

- The AMC west wallscape covers the right side of the Easton Station Building's north-facing wall, making it visible to shoppers moving around the North District of Easton
- It sits above the busy north entrance of the Easton Station Building, The Town Center's highest traffic venue

**Size:**  
26'-4" H x 41'-3" W

**DEC:**  
68,495

**Latitude:**  
40.0516

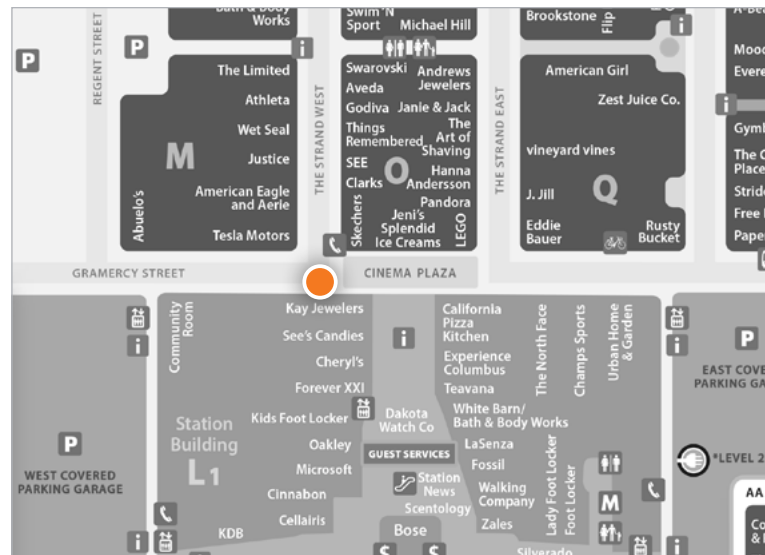
**Illumination:**  
No

**Longitude:**  
-82.9156

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
North

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-104

## WALLSCAPE

AMC North Face Wall

- This incredible unit creates a dominant presence at central Ohio's most visited destination
- This great wallscape greets shoppers as they enter The North Face store and Easton Station Building, the Town Center's highest traffic venue

**Size:**  
39'-8" H x 41'-3" W

**DEC:**  
68,495

**Latitude:**  
40.0516

**Illumination:**  
No

**Longitude:**  
-82.9156

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
North

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.



# EAS-WS-106

## WALLSCAPE

### West Garage Landscape

- Positioned above the primary entrance to Easton Town Center's most trafficked garage and facing the North District shopping area, this large unit displays to significant pedestrian and vehicular traffic
- This large advertising canvas offers flexibility, creativity and powerful branding opportunity to the audience of Central Ohio's most visited attraction
- This wallscape is a canvas to create a memorable advertising statement, offering the opportunity to not only reach a large initial audience, but to create a secondary level of campaign exposure as those who have seen the display describe it to friends and family

**Size:**  
21'-6" H x 56'-6" W

**DEC:**  
68,495

**Latitude:**  
40.0515

**Illumination:**  
No

**Longitude:**  
-82.9164

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
North

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-107

## WALLSCAPE

### Jeni's Ice Creams Wall

- Overlooking the primary entrance to Easton Station Building, this powerfully positioned unit connects with a significant consumer audience
- The Jeni's Ice Cream wall shows directly to The North Face, Zara and The Lego Store, as well as visitors to popular retailers such as Gucci, Tiffany & Co, Michael Kors, and Nordstrom
- Easton Town Center, Ohio's most visited destination, is the ideal location to connect with an affluent crowd

**Size:**  
17' H x 10'-8" W

**DEC:**  
68,495

**Latitude:**  
40.0518

**Illumination:**  
No

**Longitude:**  
-82.9153

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
South

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-108

## WALLSCAPE

### West Garage Wall

- This enormous unit shows to a huge audience as they enter one of the busiest garages at Easton Town Center, the most visited destination in Central Ohio
- This unit has head-on read to vehicles streaming in from Easton Way/Easton Loop West to find easy parking and access to the best shopping, dining, entertainment
- Inescapable to visitors heading to Life Time Fitness, Funny Bone Comedy Club, LEGOLAND Discovery Center, AMC Theatres, as well as endless dining and shops in the Station Building

**Size:**  
35' H x 28' W

**DEC:**  
68,495

**Latitude:**  
40.0509

**Illumination:**  
No

**Longitude:**  
-82.9174

**Restrictions:**  
Art subject to landlord approval

**Facing:**  
West

**Neighborhood:**  
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-109

## WALLSCAPE

### Fenlon Square Garage

- This amazing unit shows to a huge audience as they enter one of the busiest garages at Easton Town Center, the most visited destination in Central Ohio
- This unit has a long read up Chagrin Drive, on the way to Fenlon Street, and the Easton Station Building, the heart of Easton Town Center
- Inescapable to shoppers heading to Macy's, American Girl, Build-A-Bear, and Rusty Bucket Tavern

**Size:**

Left: 34'-4" H x 11' W  
Middle: 34'-4" H x 15'-4' W  
Left: 34'-4" H x 11' W

**DEC:**

68,495

**Illumination:**

No

**Restrictions:**

Art subject to landlord approval

**Neighborhood:**

Easton

**Latitude:**

40.0517

**Longitude:**

-82.9130

**Facing:**

South



# EAS-WS-110

## WALLSCAPE

Woodside Far Drive

- The six-panel wallscape off Woodside Farm Drive reaches significant vehicular and pedestrian traffic at Easton Gateway, Easton's newest development
- Sandwiched between Pies & Pints and Melt, adjacent to shops, spa services, and co-working space, this unique wallscape will reach significant crowds
- It directly faces the main massive parking lot on the property, for shoppers of Costco, Dick's, Golf Galaxy, and Field & Stream, so it will target most visitors to the property

### Size:

(2) upper panels:  
10' H x 27'-4" W each  
(4) lower panels:  
12' H x 12' W each

### DEC:

68,495

### Illumination:

No

### Latitude:

40.0556

### Restrictions:

Art subject to landlord approval

### Longitude:

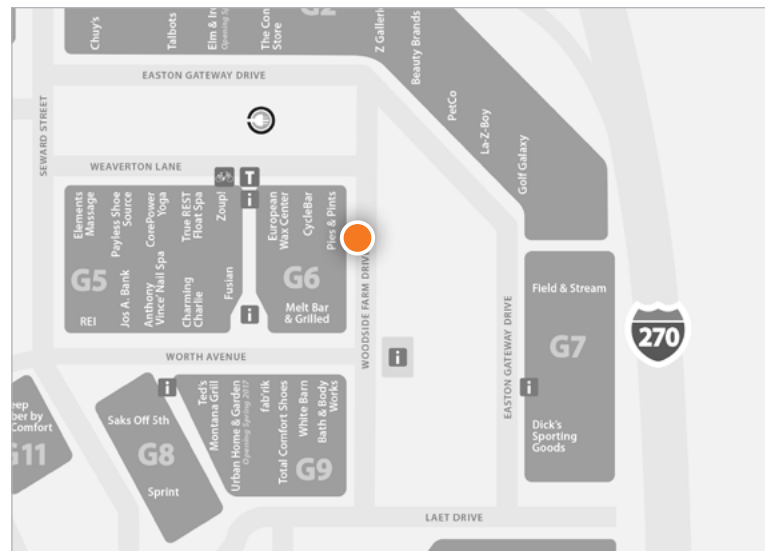
-82.9067

### Neighborhood:

Easton

### Facing:

East



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# EAS-WS-113

## WALLSCAPE

Laet Drive

- This wallscape is located at Easton Gateway, Easton's newest development
- Sitting in the south parking lot off of Laet Drive, this unit catches crowds going to Saks Off 5th, Costco, Ted's Montana Grill, and other retail and dining options on the property
- The wall is visible to vehicular traffic entering the property, as well as pedestrians walking through the various retail and dining options

**Size:**

12' H x 24' W

**Latitude:**

40.0547

**Longitude:**

-82.9077

**Facing:**

South

**DEC:**

68,495

**Illumination:**

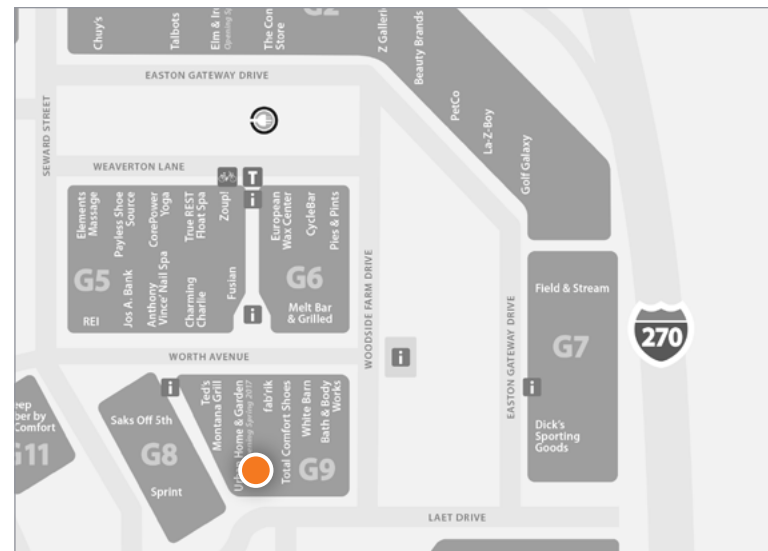
No

**Restrictions:**

Art subject to landlord approval

**Neighborhood:**

Easton



# THANK YOU

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**Get in Touch.**

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